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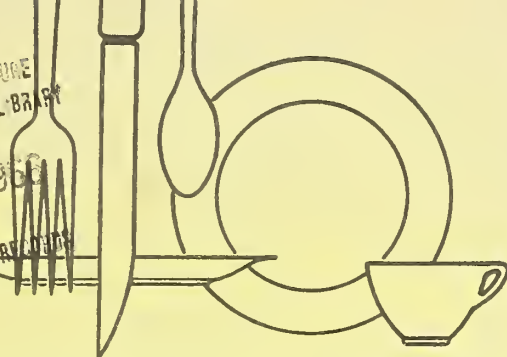
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CURRENT SERIAL REVIEW

# PRE-VUE



## A SUMMARY OF THE FOOD OUTLOOK DESIGNED TO GIVE ADVANCE INFORMATION TO FOOD EDITORS

U.S. Department of Agriculture  
Consumer and Marketing Service

May 4, 1966  
F P - 106

MEATS ..... Producers intend to market 12% more cattle in the second quarter of 1966 than a year earlier. This will be 4 to 5% larger than in the January-March period this year. Prices are expected to trend downward over the next 2 or 3 months, in contrast to a gain of \$3 to \$3.50 a hundredweight in that period last year. The supply of high quality beef probably will be large enough to bring about "specials" more frequently by retailers. Hog slaughter is expected to be above year-earlier levels during the summer, and average moderately above year-ago levels this fall. Prices are expected to weaken after mid-year in response to the expected increase in slaughter supplies and big supplies of poultry. As for lambs, this year's crop is expected to run 1 to 3% under last year's 17.6 million head.

POULTRY AND EGGS ... Through April 20, federally inspected slaughter of broiler-fryers ran 8% greater than a year earlier. Based on hatchery activity in 23 States, second-quarter production also will be larger--by about a tenth--than in that same period last year. Egg output probably will continue under last year's level through mid-year. But after that time, supplies likely will rise above the 1965 level. Turkey producers are now expected to raise at least 10 percent more birds than the 104.7 million grown in 1965, which would set a record. April 1 cold storage holdings of turkeys were 121 million pounds, down 16 million from a year earlier. Average for that date is 145 million pounds.

DAIRY ..... Milk production per cow may gain less this year than the 225-pound 10-year average. Large increases in the second half of 1966 are needed to offset first half small increases from a year earlier. Supplies of manufactured dairy products are likely to remain relatively tight, due to steady demand for fluid use and reduced milk output expected this year.

VEGETABLES  
Fresh ... If prospects for early spring vegetables pan out, consumers can expect a production 7% over a year ago, and 5% more than the recent 5-year average. Items expected to be in larger supply than last year are celery, sweet corn, lettuce, tomatoes, snap beans, broccoli, cauliflower, green peppers, and spinach. Vegetables expected to be in smaller supply include asparagus, Texas onions, cabbage, cucumbers, and green peas. The first forecast for early spring potatoes is 6% above last spring's large crop, and a record. For late spring potatoes, expected harvest of 125,200 acres is 3% above last year's, and the largest since 1961. Prospective planted acreage for 9 leading vegetable crops grown for commercial processing is placed at 9% above last year, and 13% above average. Increased acreages, compared with 1965, are expected for cucumbers for pickles, up 23%; green lima beans, up 14%; tomatoes, up 12%, sweet corn, up 11%; beets, up 8%, winter spinach, up 7%; snap beans

and contracted cabbage for kraut, both up 6%, and green peas, up 3%. On April 1 cold storage holdings of vegetables totaled 1.2 billion pounds. That's 14% greater than a year ago and a third above average.

FRUITS ..... Prospects for the new peach crop are generally good in the nine Southern peach States. Although late March freezes thinned the crop, total damage was light. On the citrus front, by April 1 about 60% of the oranges, 80% of grapefruit, and about 37% of lemons had been picked. By the way, the first forecast of the 1966-67 lime crop of 540,000 boxes is a fifth larger than the previous crop and 48% above the recent 5-year average. Raisins continue in abundant supply, last year's crop of 272,000 tons being the largest in 13 years. The quantity of frozen fruits in refrigerated warehouses on April 1 was 393 million pounds--4% below a year ago but 13% above average for the date. On April 1 holdings of frozen concentrated orange juice totaled 36 million gallons--14% below last year, but near average for that time of year.

CANNED RED SALMON ..... Last year's pack amounted to 2 million standard cases, or 2-1/2 times that of a year earlier, so inventories are currently very large.

The Consumer and Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in the following food campaign:

INDUSTRY-GOVERNMENT RAISIN PROMOTION April 16 - May 15

The following foods will be in plentiful supply during the month of June:

RAISINS                      CANNED RED SALMON                      SEASONAL VEGETABLES                      SPLIT PEAS AND LENTILS

By: U.S. Department of Agriculture  
Consumer and Marketing Service  
Information Division

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